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4. (Amended) Apparatus as claimed in Claim 1, wherein said received signal is in digital format.

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6. (Amended) Apparatus as claimed in Claim 1, wherein said received signal is broadcast by a commercial broadcasting means.

10. (Amended) Apparatus as claimed in Claim 1, wherein said apparatus further includes programming means coupled to said activation means and arranged for programming said predefined signal and said predefined information.

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11. (Amended) Apparatus as claimed in Claim 1, wherein said display means is a liquid crystal display.

12. (Amended) Apparatus as claimed in Claim 1, wherein said activation means is an application specific integrated circuit.

13. (Amended) Apparatus as claimed in Claim 1, wherein said apparatus further includes an analogue to digital interface means, a programmable digital processor and battery means.

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15. (Amended) Apparatus as claimed in Claim 1, wherein said predefined information is an advertisement.